



MICHELE CLEMMENS

DIGITAL GRAPHIC DESIGNER

// ABOUT

I am a highly creative and logical Graphic and UI Designer with a passion for solving problems and creating engaging and user-centered design solutions. I have successfully executed a wide range of agency design projects, from branding and print collateral to digital interfaces and web design. As a lifelong learner, I am constantly staying updated with the latest design trends, emerging technologies, and best practices in user experience.

PORTFOLIO

www.micheleclommens.com

LINKEDIN

<https://www.linkedin.com/in/mclemmens>

EMAIL

micheleclommens@gmail.com

DESIGN

Photoshop, Illustrator, InDesign, After Effects

DEVELOPMENT

Wordpress, Elementor, Gutenberg, Bricks Builder, HTML, CSS

PROTOTYPING

Sketch, Adobe XD, Figma, and InVision

SOCIAL AND EMAIL

Salesforce, Hubspot, Mailchimp, Marketo, Hootsuite

PROJECT MANAGEMENT

Miro, Trello, Monday.com, Workamajig, and Asana

// WORK HISTORY

DIGITAL DESIGNER / DAVID JAMES GROUP

09/23 - PRESENT

Designs visually appealing and user-friendly digital interfaces for websites, landing pages, and email campaigns, utilizing HTML, CSS, and front-end tech to ensure cross-browser/device compatibility.

Working with Associations and Non-Profits, I design a client's digital presence using Figma. I help integrate my designs seamlessly into WordPress, utilizing tools like Gutenberg and Elementor to create visually compelling and user-friendly digital experiences.

Identifies, troubleshoots, and resolves any issues in design or functionality. Ensures all designs meet accessibility standards for an inclusive user experience.

DIGITAL & UI DESIGNER / FREEDOMPAY

09/22- 11/23

Collaborated with developers using Figma to revamp user flows and create custom UI screen for digital payment devices.

Created an overall design standard for the UI of all payment devices for developers to use as a guideline when introducing new clients to our service.

Designed over 200 static digital graphics and animated videos for use in email & LinkedIn marketing campaigns.

Developed custom content and maintained company website (Wordpress) to increase brand awareness.

Worked with the Philadelphia Eagles to design a custom marketing campaign (Print & Digital) at Lincoln Financial Field.

MARKETING DESIGNER / BOUNTEOUS

01/22 - 08/22

Designed Mobile & Web UI for major chains such as: Cheesecake Factory, QDOBA, Noodles & Company, Peets Coffee, Red Robin, and others.

Designed static and animated graphics to aid in Brand Awareness. Worked with the Sales Department to design custom presentations for use in Sales pitches for prospective clients.

Collaborated with developers to design client case study pages for all of our clients, via Wordpress.

Designed digital assets for web design, print deliverables, CRM communications, and presentation pieces, handled design and procurement for Tradeshows, and in person networking events.

VISUAL DESIGNER / FIVE BELOW

09/19 - 04/22

Created interactive interior merchandising displays for all 1200 stores to promote products to align with corporate sales objectives.

Worked cross functionally with a variety of teams to create merchandising guidebooks and custom marketing materials for in store associates.

Implemented a large scale data merge process in InDesign to create hang tags for all product releases throughout the year, totaling over 10 million individual tags for 1200 stores.

Coordinated large scale print runs with vendors, organizing distribution lists so that each store receives the correct signage kit.

ART DIRECTOR / IMAGE360

07/14 - 09/19

Designed B2B advertising campaigns consisting of Vehicle Wraps, Print Collateral, Tradeshow Displays, Dimensional Office Lettering, Window & Wall Graphics, and much more.

Managed all projects from start to finish: From initial client meetings, to design and print production, and coordinating installations with outside vendors.

Managed the workflow of all employees and projects while being responsible for interviewing and training newly hired employees.

// EDUCATION

UI/UX CERTIFICATE

FRONT END DEVELOPMENT
Career Foundry

DIGITAL MARKETING CERTIFICATE

Association Academy

CREATIVE MARKETING MASTERCLASS

Association Academy

BACHELOR OF ARTS

GRAPHIC DESIGN
Rowan University

ASSOCIATE OF APPLIED SCIENCE

GRAPHIC DESIGN & DIGITAL MEDIA
Rowan College At Burlington County